

IIJ expertise heading to Turkey

Specifiers across a wide range of end-use sectors in Turkey have been invited to update their industrial inkjet knowledge through a technology development presentation provided by IIJ.

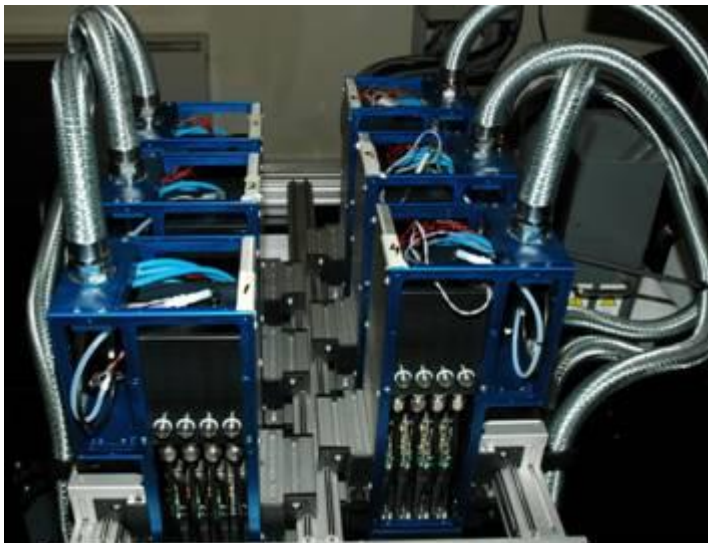
Paddy O'Hara, Director of Technology at IIJ, was invited to present at the Industrial Print Summit in Istanbul from May 6-7. Subjects covered included direct product decoration, laminators & décor, packaging, security and labels.

Other discussions involve modular add-on units for conventional presses, as well as latest techniques such as robotic handling. The idea is to explain the advantages and disadvantages when comparing to 'conventional' technologies, for instance screen print and labels.

Customer stories, including for brand world leaders, will also be part of the presentation.

Paddy said: "As a world leader in bespoke systems for industrial inkjet technology, we are delighted to have another important platform to explain latest technological developments. Our cutting-edge inkjet systems are helping to open up many new and exciting markets in the industrial sector.

"Inkjet is a good complementary technology, however caution is needed in weighing up the costs versus benefits. With a good partner and attention to detail, there is plenty of money to be made. But if everybody if it was that easy, everybody would be doing it!"





Istanbul • Turkey • 6-7 May
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Industrial Inkjet Ltd is the authorised sales and support channel for Konica Minolta Inkjet products outside of Asia

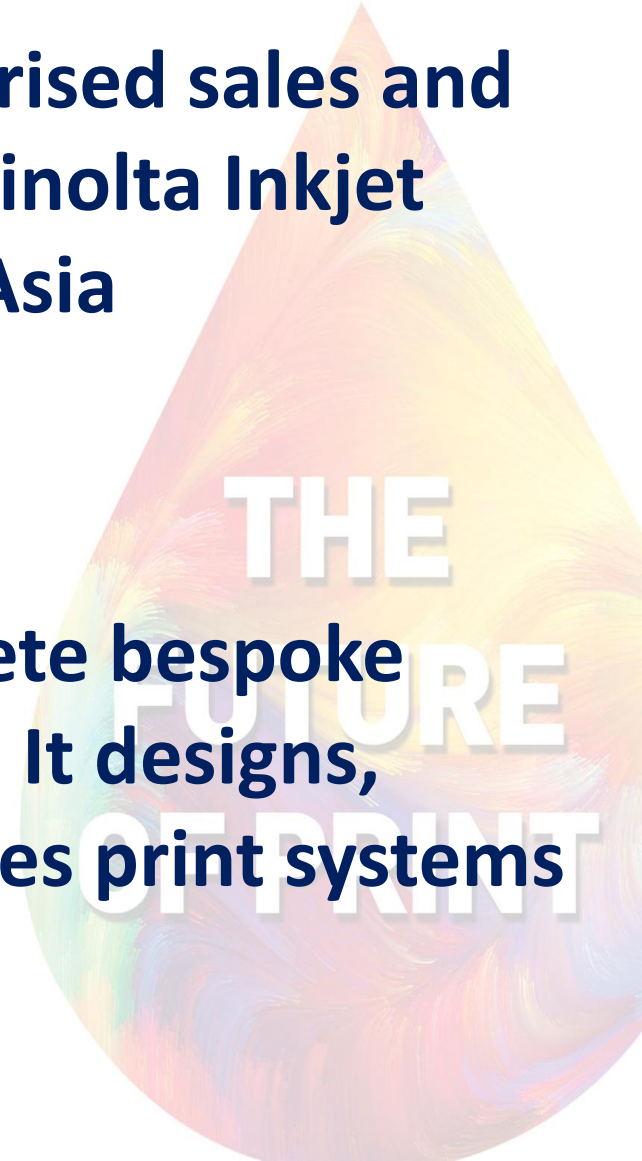


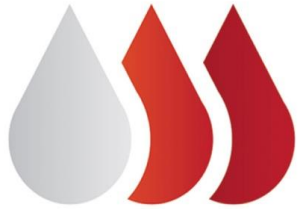
KONICA MINOLTA

IJ is a world leader in complete bespoke industrial inkjet technology. It designs, implements, produces and services print systems



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Why Use Inkjet?

For every new market:-

Why choose inkjet?

What is benefit to customer?

What is cost versus conventional print?

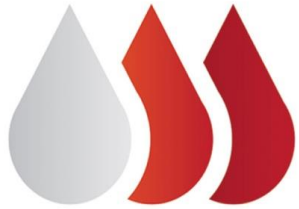
What are technical risks versus potential profit?

Does the ink exist?

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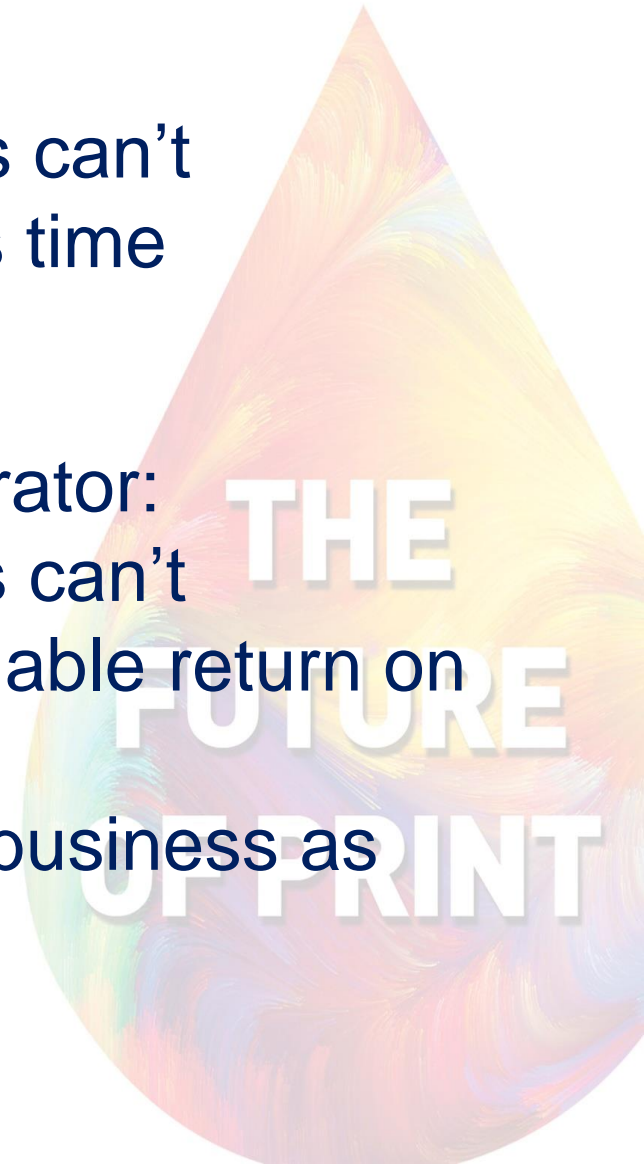
Inkjet Benefits

Benefits to end user:

- Can offer something that others can't
- Reduction in stock and process time
- Can design new products

Benefits to machine builder/integrator:

- Can offer something that others can't
- Can produce system for reasonable return on R&D spend
- In a better position to continue business as market matures



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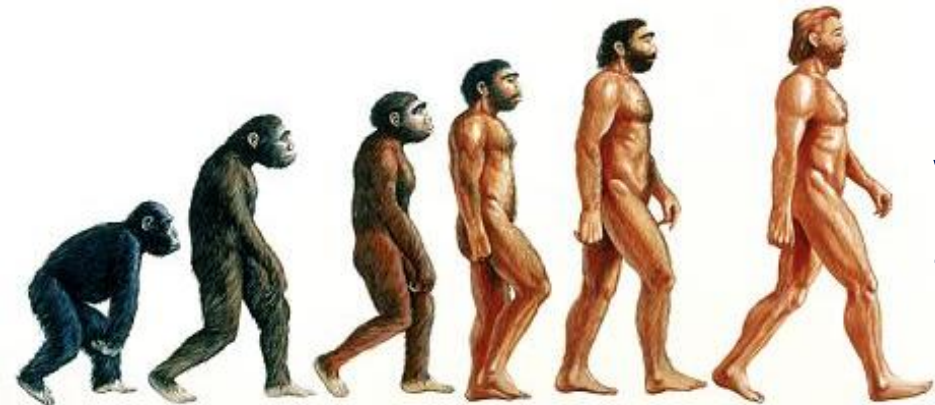


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A Digital Revolution?



Revolution: A forcible overthrow of a system in favour of a new one. Or a sudden momentous change.



Evolution: A gradual process where something develops into a different, usually more complex and better form

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